

FIG. 1 is a block diagram of a system for providing content to a mobile device. The system includes an Advertiser (override) 20, an Advertiser 22, an Advertiser (non-override) 24, a Network Content Provider 26, an Interactive Server 28, a Database 30, and an Identifier 32. The Advertiser (override) 20, Advertiser 22, and Advertiser (non-override) 24 are connected to the Network Content Provider 26. The Network Content Provider 26 is connected to the Interactive Server 28. The Interactive Server 28 is connected to the Database 30. The Database 30 contains an Identifier 32. The Network Content Provider 26 is also connected to a mobile device 34.

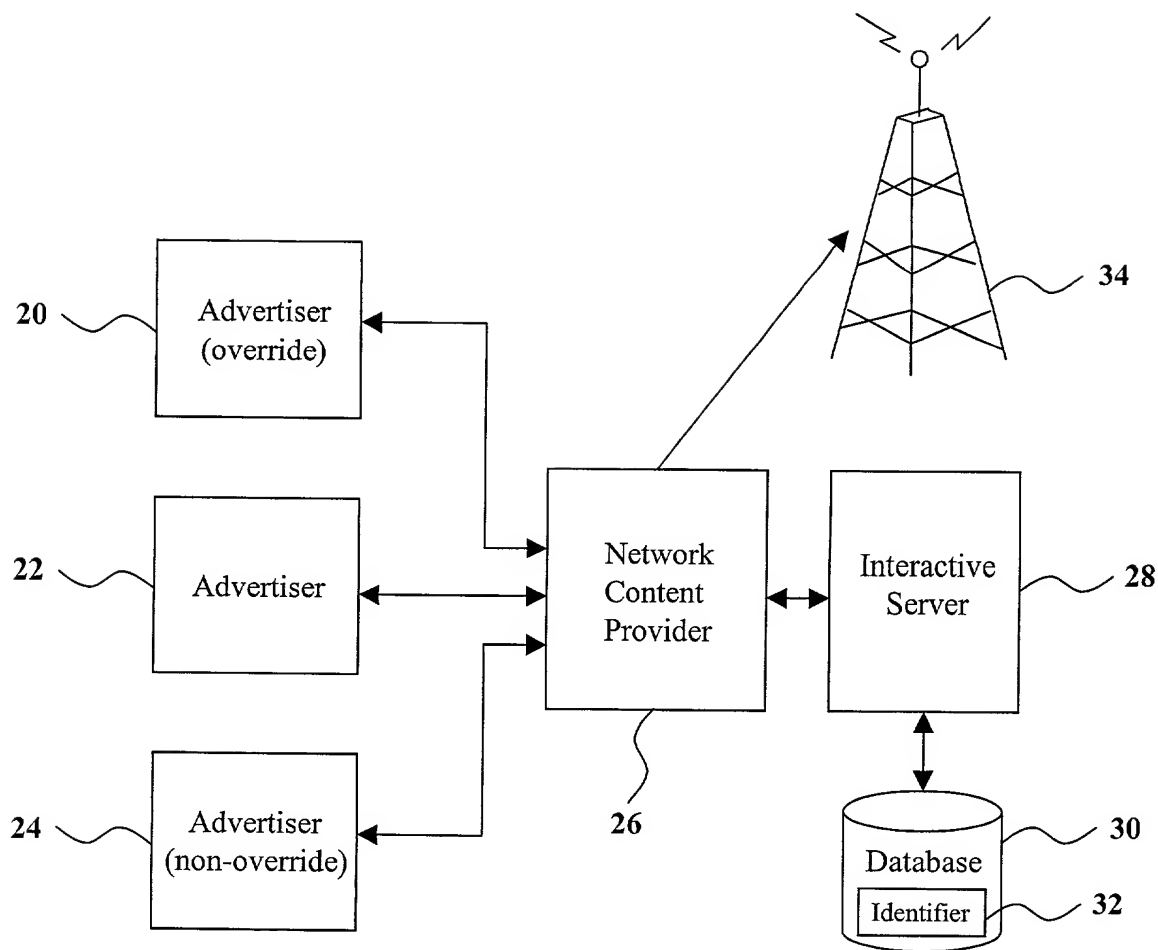


FIG. 1.

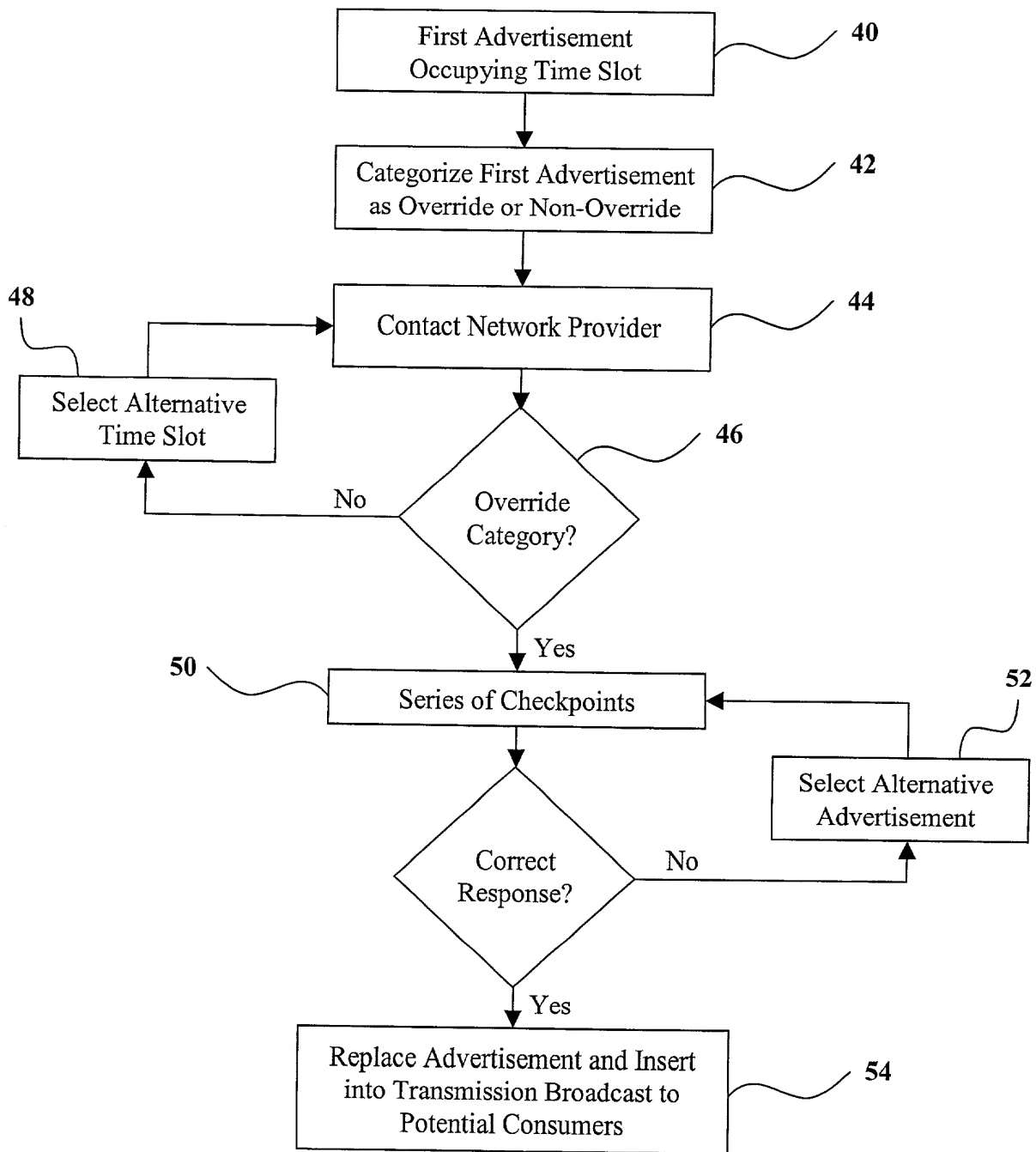


FIG. 2.

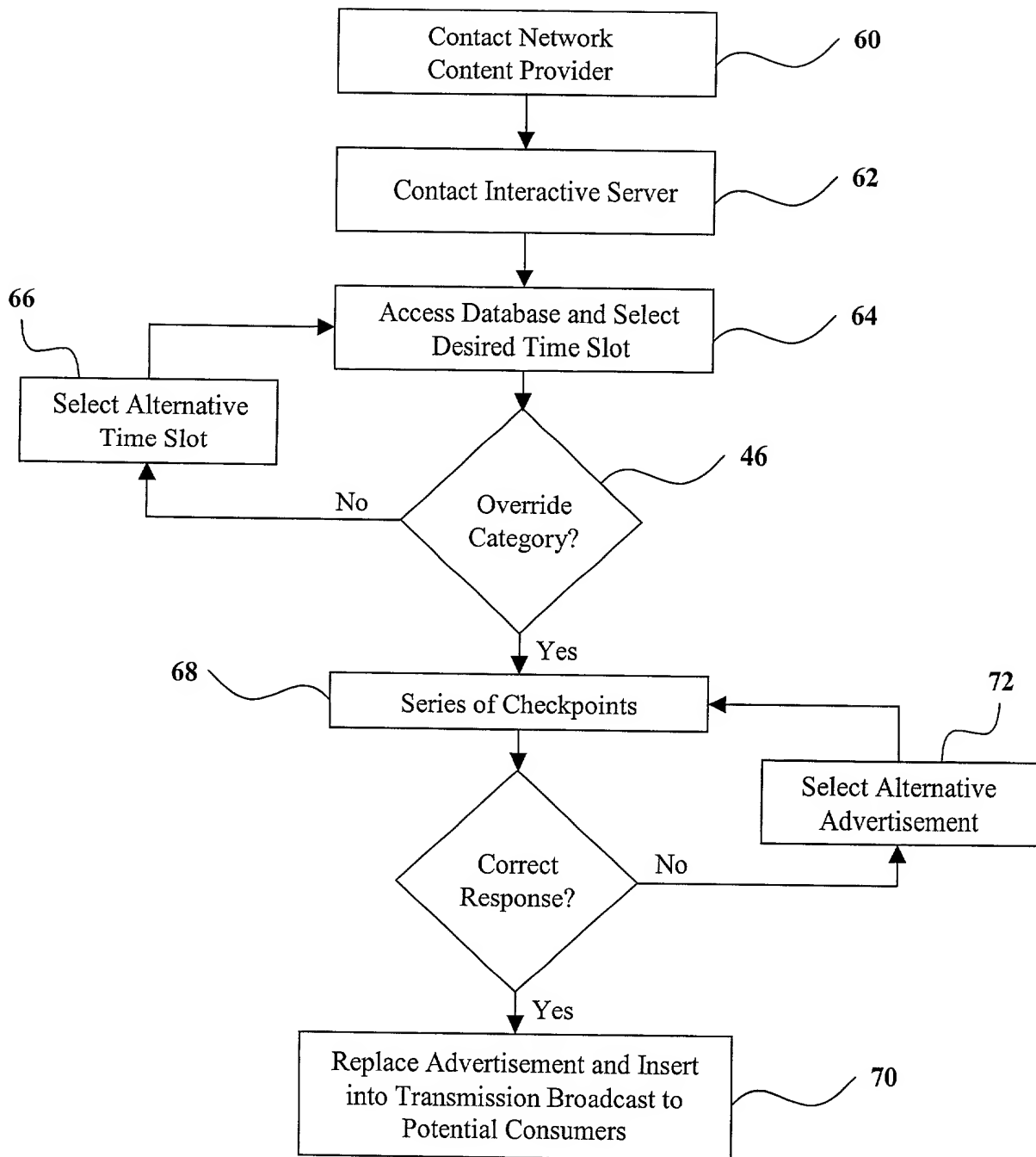


FIG. 3.